

Leaders are the decisive Role Models for Organizational Accelerations

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ABSTRACT - Any organization should have the most refining future along with the most encyclopedic resources to develop the same in a befitting manner. It must have the great propensity to enhance the volume of prescheduled production from the perspective of both their professional competency and the constructive management as well. In this regard the concept of "Marketing" will be one of the prime considerations for elevating the real occupational glow which is invariably regulated by our veteran organizational leaders indeed. On the other hand, marketing means to sale the product or concept in such a magnificent manner where more number of consumers is exclusively convinced and those unique concepts are truly appreciated in our combative society at all. Leaders do play the most pivotal role here to strengthen the strategy and to utilize the 8p's of marketing according to the present day scenario. Most importantly they shall have to search for the communal needs and their preferences as well. The strategy will be incepted accordingly. Leaders will be monitoring upon the entire procedure of manufacture and the distribution of finished products as per the concept of "Equal Distribution". In this regard people of all the individual class shall have the same to lead their very precious lives very confidently. Leaders are here to approve the process and they will be evaluating the entire paradigm where a. implementation of man power, availability of resources, competency of manufacturers, the technological implementations, qualitative measures of all the elements and the overall execution of this great professional journey are minutely evaluated by the leaders in terms of commercial profit, global acceptance and the unbeaten business goodwill.

KEYWORDS: Marketing paradigm, Leaders' competency, Endowment of business and Leaders' contributions.

I. INTRODUCTION

Any organization does largely depend upon the production and the exclusive marketing strategies are highly needed for this invariable process of production indeed. That is why all the leaders are absolutely very concerned to concentrate hard upon the best strategy of marketing which should be absolutely worthwhile from the perspective of both leaders and followers to take off their business right from day one. In this regard, they shall have to understand the absolute need of our society.

The best business plan and the worthy business strategy will have to be made accordingly. On the other hand, this strategy should have the exclusive occupational mileage in terms of its great sustainability and the best commercial elevation respectively.

That is why all the leaders should be abiding by the following:

1. **Business Nature:** It is one of the very crucial points because the elevation of proceedings will be depending upon the same and on the other hand, leaders shall have to survey the entire market to establish their product or the concept indeed. So it shall have to be really taken care off. Therefore business formation, business strategy and the sound business goal should be in a same track which is truly going to extract the best contributions of our leaders to reach the most successful occupational destiny.
2. **Sound Manpower:** The foundation of business largely depends upon the quality manpower. Most importantly each team member shall have to be absolutely well trained and they shall have to understand the dimension of the business right from day one. Otherwise the entire system will be unsuccessful and as a result they will be able to refine their present day organizational paradigm for both the business and economical growth very comprehensively.
3. **Mutual Understanding:** Both leaders and followers shall have to ensure their mutual understanding not only to enrich their best organizational celerity but to enhance the spark of business in the end. This is how the entire marketing strategy will be more developed and really worthwhile in nature. That is the reason why they shall have to study about market research and the expansion of business at the same point of time.
4. **Depth of Knowledge:** It is absolutely very important and that is why each leader and follower should be really keen to develop their knowledge about the market demand and the high-end implementation of technology indeed. This is how they may enhance the global demand of business along with their very strengthen strategies and the advanced implementation of thoughts respectively.
5. **Future Consequence:** Leaders shall have to understand the best future consequence. It means they shall have to be

concerned about their business strategies which should be implemented. On the other hand, they shall have to drive the entire business along with their flawless estimation in style. As a result their strategies will definitely be exclusively monitored in connection with the congratulatory occupational revolution at all.

Pritam Chatyapadhyay has deciphered in one of the published articles entitled: A Study on various Aspects of Digital Marketing: Literature Review Approach (2019) that the Indian market scenario has entirely been changed along with the consumer behavior. On the other hand, Indian consumers have really been concerned about “Digital Marketing” in due course of time and most of the organizational are being promoted through the great impact of “Digital Marketing”.

II. PRIME IMPORTANCE OF MARKET STRATEGY

It means a lot to the marketers. Most importantly all the leaders absolutely very concerned about the strategy to bring out the exclusive balance in between demand and supply.

On the other hand, it should be really very judgmental and it must be properly evaluated by the veteran leaders indeed. That is why they must be having some undeniable measures in the end which are as follows:

1. **Impression of Product:** It is absolutely very important indeed. Because market strategy will have to be made in such a manner through which the exclusive impression of a product will definitely be enriched within a very short while. As a result this very product will be absolutely developed and it will be prepared to serve for the society as well. Now the fact is that how all the products will be preserved and manufactured. That is why leaders shall have to estimate about the viability of that product and they shall have to build the own factory either for their own production or they shall have to import the same from abroad.
2. **Determination of Cost:** It is having a far reaching mileage. The product's cost shall have to be properly determined and all the leaders shall have to disseminate the same in the entire market. So that common people will be definitely concerned about the same and they shall be placing their demands for the same from the market. This is how that very product may reach to the entire society at an acceptable cost indeed.
3. **Successful Dissemination:** It is a very riveting side. Because all the market leaders do help to disseminate the product in such a manner as if the balance between demand and supply is really noticeable and most notably people of all the individual class can have the same very easily to lead their very imperative span of lives.
4. **Communication in the market:** It should be absolutely

very transparent indeed. Because leaders shall have to communicate with their marketers and market researchers about their products very confidently. As a result the demand of that product will be truly very high and it shall accordingly be flourished in a very magnificent manner indeed.

5. **Occupational Image:** Leaders are solely responsible to create an exclusive image which shall enable any organization in the end. Most notably this image is very important for both the leaders and followers not only to be absolutely motivated but to extend the best organizational goodwill within a stipulated time frame. So it should be one of the prime agendas and the profound measures from the end of leaders.

Peter C. Verhoef and Tammo H.A. Bijmolt have shared their epoch making views in one of the published articles entitled: Marketing Perspectives on Digital Business Models: A framework and the overview of the special issue (2019) that digital developments are comprehensively taking place along with the brand new business models which have already been adopted.

III. THE FOCUSED OBJECTIVES OF MARKETING

Leaders should have some specific objectives to include the high-end marketing plans which shall definitely be worth while not only to be globally accepted but to ensure the substantial commercial revenue. Therefore their core focuses are as follows:

1. **Sound volume of sales:** It should definitely be there. This volume shall have to be gradually increased for the amicable organizational betterment and on the other hand the utmost commercial enrichment largely depends upon the sales in a very befitting manner. So margin of profit is automatically higher and the leaders are absolutely satisfied by enhancing their great occupational standing in both national and international level.
2. **Exclusive branding:** Leaders shall have to ensure their brands through their exceptional commercial proceedings and the remarkable services at the same time. This is how they may take their initiatives for the glorious occupational destiny. It is an absolute avenue for them to make it happen in a befitting manner.
3. **Market Revenue:** It has a fair mileage indeed. That is why this specific amount of money will be really motivating them to come alive with some outstanding business strategies and those are going to be really engaging for both marketers and leaders to snatch their business revenue.
4. **Inventiveness:** Each leader and follower should have the same. Most notably it is ensured through their collective

implementation of thoughts and on the other hand, their exemplary professional introspections. Therefore it should be penetrated for the new products and services which shall definitely be very inspiring for a successful occupational virtuoso in style.

5. Target Audience: Leaders should have the specific target audience and they do approach them accordingly. Each product should have the specific target and those products shall have to be exclusively pitched to them along with the outstanding features and acceptance. Otherwise the real conflict will be taking place.
6. New Possession: Once the market strategy is absolutely prepared and on the other hand, market leaders are well prepared to prepare the product for the common mass and they basically search to earn the optimum profit in the end. The entire product will have to be sold at a very reasonable price and leaders shall have to do the entire process in such a manner so the elasticity of demand will really be very high.
7. Illustrious bonding: market strategy cannot be fulfilled without the best bonding with our customers. That is why leaders are so keen to maintain the same with them through their compelling process of selling. It is a great zeal where both leaders and followers will be into the same platform to ensure this otherworldly bonding not only to increase the volume of sales but to estimate the future market.
8. Communal Understanding: It means a lot to the leaders. The idea is both leaders and followers shall have to maintain the self understanding to research the entire market and their communal realization about the market need and the frequency to fulfill the demand indeed.
9. Margin of profit: It is absolutely impactful for an organization. Most importantly the margin of profit should definitely be balanced and it shall have to be undoubtedly monitored by the leaders.

Jenna Jacobson, Anatoliy Gruzd and Angel Hernandez-Garcia have contributed their elite introspections in one of the published articles entitled: Social media marketing: Who is watching the watchers?(2020) that social media has played a sheet anchor role for the wealth of data which are being leveraged by the marketers for digital marketing. Most importantly it is indeed very crucial to flourish the global demand of digital marketing.

IV. CONCLUSION

Marketing strategy is one of the prime concepts to establish a product in all over the globe. On the other hand, it really penetrates a business to be entirely successful in both national and international level. That is why leaders do play the very significant role to enhance the global stance of an organization through their awe-inspiring innovation of marketing strategies

which shall definitely be the most promising measure in the successful future days to come.

V. REFERENCE

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